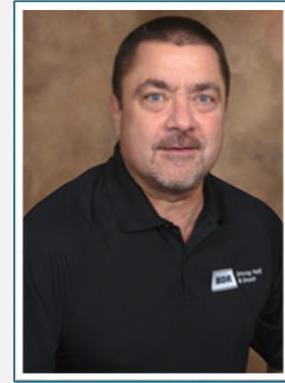


Pillars of HVAC Success: Becoming a Change Agent

Date & Time: March 23 & 24 | 9 AM – 4:30 PM

Location: 779 Church Rd. Elmhurst, IL 60126



Class Description

The Pillars of HVAC Success is a workshop-based class that will show Owners and Managers the foundational building blocks for running a successful HVAC business and how to implement them. Each section is pinpoint-focused on identifying “what” they need to get done, “why” they need to do it, and helping them develop their personalized method for “how” to get it done.

Attendees will create step-by-step action plans throughout the class to:

- Successfully identify specific areas of your business to change and the steps to do so
- Price and sell jobs in order to reach breakeven quickly and generate more net profit
- Become a sales-driven company utilizing 3 essential strategies
- Eliminate callbacks that negatively impact profitability and customer retention
- Strengthen and “profit-ize” their service department
- Fully utilize your existing labor resources
- Overcome obstacles that prevent your business growth

Class Mission

- Becoming a change agent in your business (starting and sustaining new business initiatives)
- Understanding profitability (pricing a job, breakeven, gross profit per man day)
- Comprehending financial information (balance sheet, P&L, key metrics)
- The 3 essential strategies in sales (upsell, accessories, financing)
- Discovering the profit potential in service (flat rate, dispatching, truck stock, accessories)
- The fundamentals of managing labor resources (installation, service, inventory)
- Priming your business for growth (structure and the business walls)

Scott Tinder has been involved in the HVAC industry since graduating with a business degree from Eastern Washington University in 1988. He has worked with dealers, distributors and manufacturers throughout the United States and Canada to drive profitable growth in their businesses.

He brings a genuine passion for helping the companies and individuals he works with to implement and achieve a higher level of success. Scott also spent 10 years working as a Territory Manager, and later a Regional Sales Manager, at an HVAC distribution company in the Northwest. In the time Scott was there, the distributor went from 10 branches doing \$20m to 20 branches doing \$200m.

Sign-Up Details

Price

\$500 per person (co-op-able)
\$50 additional attendee from same company

Contact

marketing@basesolutions.com
or with your TM

Who Should Attend

Owners, Managers, Key family members



YORK[®]



Driving Profit
& Growth



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Class Topics



- Becoming a change agent in your business (starting and sustaining new business initiatives)
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Who Should Attend



- Owners
- Managers
- Key family members

Length of Class



2 days